

The Promptest Mail and  
Phone Order Departments  
in the Southwest

# "THE POPULAR"

This Is The El Paso Home of  
Hart Schaffner & Marx Men's  
Clothes & Stetson Hats

12TH YEAR

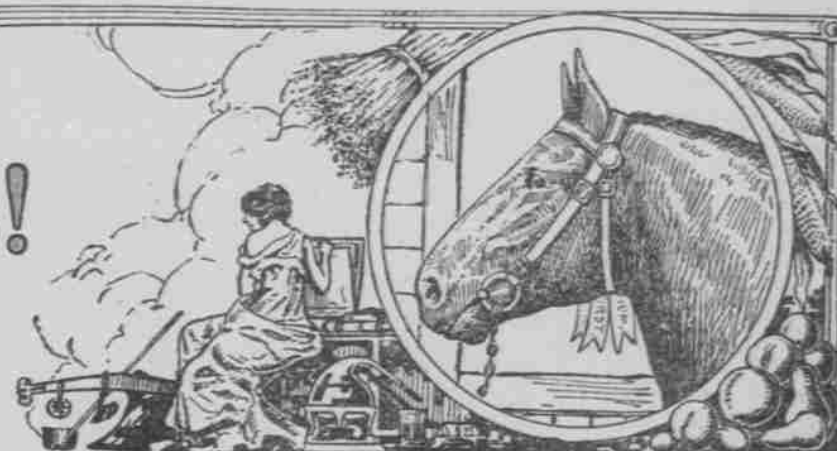
EL PASO, TEXAS, SATURDAY, JAN. 22, 1916.

EL PASO'S MOST HOMELIKE AND PROGRESSIVE STORE.



## WELCOME TO El Paso's Visitors!

Make This Store Your Down  
Town Headquarters



### A Cordial Invitation--

WE extend you a hearty invitation to enjoy the entertainment afforded by a stroll through the miles of aisles extending in all directions throughout our acres of interesting merchandise. Particularly remember that when sight-seeing at "The Popular" you are just as welcome and just as free from solicitations to make purchases as you are in a public museum. Plan to take plenty of time—it requires from two to three hours to gain even a general idea of the stocks shown in the various sections of this largest El Paso store.

(Signed) *The Popular*  
DRY GOODS CO., INC.

### Children's Washable Dresses, 50c

MADE of Amoskeag Gingham, in a beautiful range of the new models for spring wear. Offered in the Basement Store, at each, **50c**

### Basement Sale of Women's Apparel



MORE compelling each day grow these values in our Basement Ready-to-Wear Section. All winter merchandise must be closed out. If you haven't been here, come at once, if you have, you'll surely come again when such values as these are offered:

STUNNING NEW BLOUSES, 59c—A new shipment of women's 1916 Spring and Summer Blouses, in eleven new and distinct models. Made of handsome white and striped voiles, lawns and crepes, prettily embroidered, and trimmed in a most artistic manner in dainty laces and embroideries. All the new sleeve and collar features. Wonderful values, at your choice, **59c**

ZIBELINE AND MIXTURE COATS \$3.95—We are closing out these pretty garments that you would ordinarily expect to pay \$10 for, at the low price of each, **\$3.95**

WOMEN'S SKIRTS—Made of all wool serges, poplins, and fancy weaves. Fascinating models to please the most discriminating. Choose from this great lot, at **\$3.95**

## You Are Arriving Just at the Opportune Time For Our Mid-Season Savings, The Second Week of "World of White" and for the Inspection of Our New Spring Fashions Daily Arriving

### Low Prices on White Fabrics Continue

SCARCITY of dye-stuffs and the indication that there will be an unlimited vogue for white materials lends an unusual significance to this "World of White."

DRESS CREPES—Forty and forty-two inch soft finish cashmere weave crepes, tailor crepes and crocheted weaves. French and Swiss imported fabrics that were fashionable last year for evening and party gowns, and sold from 75c to \$1.50 per yard. A purchase of a large importer's remaining stock at our own price, makes it possible to offer these fabrics, to use for underwear, negligees and street dresses, at a price simply remarkable. No limit of goods, as we have plenty for a few days. While it lasts in the World of White, a yard, **29c**

NO. 600—LONGCLOTH—36 inches wide. Fine weave. World of white, 10 yard bolt, **95c**

NO. 900—36 inch longcloth. Extra fine weave. World of White, 12 yard bolt, **\$1.35**

NO. 2000—One of our best longcloths, 36 inches wide. World of White, 12 yard bolt, **\$1.50**

NO. 5000—36 inch longcloth. Very fine, close weave, best quality. World of White, 12 yard bolt, **\$1.90**

NO. 850—Nainsook, full yard wide. World of White, 10 yard bolt, **95c**

"FAMILY" AND NO. 2001—Medium sheer Nainsook, 36 inches wide. World of White, a 12 yard bolt, at **\$1.55**

NO. 2611—Nainsook. Our favorite. 36 inches wide, medium weight. World of White, 12 yard bolt, at **\$1.75**

NO. 2003—36 inch Nainsook. A matchless value. World of White, 12 yard bolt, at **\$2.25**

### Best Values in Damask Found Anywhere

THE following four lines of Table Damasks are positively the best values to be found anywhere. All of them 70 to 72 inches wide and of pure linen—cream white or pure white, in a vast assortment of patterns. Don't fail to see these Table Damasks:

70 and 72 Inch Cream and Pure White Damask... **95c**  
70 and 72 Inch Cream and Pure White Damask... **\$1.25**  
72 Inch Extra Heavy Pure White Damask... **\$1.50**  
72 Inch Double Thickness Pure White Damask... **\$1.75**  
72 Inch Extra Special Value Damask... **\$2.00**  
Remnants of Table Linens and Odd Napkins marked at prices to hurry them away.

### Basement Undermuslins

CHILDREN'S UNDERMUSLINS—Drawers that are tucked, ruffled, hemstitched and lace trimmed; also combination waist and skirts. A garment, at **10c**

CHILDREN'S UNDERMUSLINS—Drawers and skirts, trimmed with lace and ribbon. Choice, a garment, at **15c**

NOTE: The last two items limited to one dozen garments of a kind to each customer.

CHILDREN'S DRAWERS—Tucked and ruffled, also knickerbockers, prettily trimmed with lace and embroidery. A pair, at **12 1/2c**



"BRIDAL WREATH"—Nainsook. 36 inches wide. World of White Sale, 12 yard bolt, at **\$2.35**

1909 SEA ISLAND NAINSOOK—Full yard wide. World of White, 12 yard bolts, at **\$2.80**

1910 SEA ISLAND NAINSOOK—An excellent grade, 45 inches wide. World of White, 12 yard bolts, at **\$3.20**

"CHIMOSA" NAINSOOK—Sheer quality, 42 inches wide. World of White, 10 yard bolt, at **\$2.50**

PHANTOM CLOTH—40 inches wide. World of White, 10 yard bolt, at **\$2.50**

CROSS BAR NAINSOOK—36 inches wide. Soft finish, fine weave, used for men's underwear, women's aprons and house dresses, and children's dresses. (Limit two bolts to a customer). at a 10 yard bolt, **89c**

CROSS BAR NAINSOOK—36 inches wide. Finer weave and finer check. Also a 36 inch madras check nainsook, used for aprons, underwear and dresses. Extra special value, (limit 2 bolts to a customer). at a 10 yard bolt, for **\$1.19**

### New Undermuslins At Real Price Savings

Special Lots at 45c, 95c, \$1.45, \$1.95, \$2.45, \$2.95, \$3.45, \$3.95 and \$4.95

EXCEPTIONAL quality undermuslins, made of fine longcloth, nainsook, crepe and muslin, trimmed with lovely ribbons, laces and embroideries. The selection includes Princess slips, corset covers, drawers, plain and envelope chemise, combinations, skirts, etc., and the prices mean real savings.



### Undermuslins At Half and Less

A LOT of slightly soiled and mused garments—caused by handling and being used for display purposes. Also a specially purchased line of manufacturers samples, and some hand embroidered night gowns. Take your unrestricted choice from this mammoth table lot at, **HALF PRICE AND LESS.**

### Crepe de Chine Under- wear Underpriced

THERE are three features that commend these dainty silken garments—exceptional quality, fine trimmings, and moderate prices. The selection includes Envelope Chemise, Petticoats, Gowns, Camisoles, etc., and the prices mean real savings.

CREPE DE CHINE ENVELOPE CHEMISE—In white and pink. Tailored styles and garments daintily trimmed in pretty laces. Regular \$2.95 to \$3.45 values, at **\$2.29**

PETTICOATS AND ENVELOPE CHEMISE—Made of all silk crepe de chine, and washable "Society" satin; white and pink. Garments worth up to \$10.50. Choose from the lot while they last in The World of White, at the low price, **\$5.45**

GOWNS AND CHEMISE—Made of lovely grade of all silk crepe de chine, in white and pink. Exquisitely adorned with lovely laces. Two lots, at **\$3.95 & \$4.95**

CAMISOLE—In all silk crepe de chine, "Society" (washable) satin, nets, laces, etc. Embellished most artistically with gorgeous laces, dainty ribbons, etc. Prices range 95c, \$1.45, \$1.95 to \$4.95, and an extra special lot worth \$1.45, for **95c**

### Philippine Underwear That Is Beautiful

SHOWN exclusively in El Paso by "The Popular." It is hand embroidered and hand sewn and rivals in fineness and beauty the best Madeira work. The price is only about half, because there is no import duty, the Philippine Islands being American possessions. We show beautiful gowns, envelope and regular style chemise, at **\$4.95, \$3.95, and \$2.95**



### A Display of Some of the New Spring Fashions in Suits, Hats, Dresses, Coats and Skirts

Giving advance information as to the trend of the spring styles in millinery and outer apparel.

A particularly pleasing display of the new leather, feather & satin hats. Turbans, sailors and dress hats, at pleasing prices.

("The Popular"—Third Floor.)



### Advance Showing of New Spring Silks and Dress Goods

AS usual, even at this early date, our large Daylight Silk and Dress Goods Department is filled to its capacity with new and novel Spring Silks and Woolens. The most comprehensive showing of authentic styles that we have had the pleasure of offering our patrons at such an early date.



But realizing the unsettled conditions of the Silk Market and the shortage of dye stuffs, we made our purchases months ago, and the merchandise was secured before the advance prices now being asked by manufacturers.

It is these facts that make it possible for us to offer such a remarkable assortment of Spring Merchandise at these most reasonable prices. We urge our patrons to make their selections early this season, as we feel justified in saying that the fabrics now shown offer better selections than it will be possible to obtain later in the Spring.

We deem it a pleasure to show our beautiful new line of Silks and Woolen Dress fabrics and extend a most cordial invitation to our patrons to visit this department.



### Some of the Many Favored Silks For Spring Now in Stock

Minnette Taffetas both plain and fancy; Chiffon Taffeta which promises to be the leader, shown in both plain and fancy effects; Satin Taffeta or Soire, a beautiful new silk. Also Glace Taffeta, Chiffon Faille, Poulte De Soie, Gros De Londres, Crepe Meteor, Crepe De Chine, Pussy Willow, Cashmere De Soie, Georgetowne Crepe, Crepe Chiffon, Marquises, Silk and Woolen Poplins, Satins and Tub Silks.

### Novelty Dress Goods

In these lovely new Dress Goods we present Fancy Checks, Plaids and Stripes, Novelty Sport Skirting and Coatings, Serges, Whipcord, Gabardines, Broadcloths, English Cool Cloth, Wool Challies, and many novel effects in Skirtings and Suitings.

### We Are Prepared To Do Spotless Sponging And Shrinking